CANADIAN TRADE OF FOOD PROCESSING AND PACKAGING EQUIPMENT WITH MEXICO (000 cdn \$)

CANADIAN TO THE EQUIPMENT (000 Cdn \$) CANADIAN EXPORTS TO MEXICO Bakery & pasta making eq. 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
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Parts for 1000 pg eq. 432 Heating & cooking eq. 544 836 595
Food Dackag-1
TOTAL Canada - International Trade Division

Source: Statistics Canada - International Trade Division

It is important that Canadian manufacturers undertake serious marketing and promotion efforts in order to penetrate this growing market. It is important that they be more aggressive and growing market. It is important that they be more discusses; that offer more liberal license arrangements and credit policies; that they offer all ranges of technological sophistication and that they be willing to incorporate their equipment into production lines including other brands and origins; and that they offer excellent service and pre-sales advice. It is also recommended that they participate in trade fairs and exhibitions in order to further establish their presence, promote their products, inform end users about new technologies and create a renewed image in categories of

the Mexican market. processing and packaging equipment. Some of the products with Opportunities to export exist in all high market potential include machinery for the soft drinks industry, grading and sorting equipment, pasteurizers, dairy product machinery, cream separators, wine, cider and juice manufacturing equipment, machinery for the preparation of fats & oils, bread industry equipment, sugar manufacturing equipment, brewery equipment, meat cutting & slicing equipment, sausage making equipment, machinery for the preparation of fruits nuts &